MICHIGAN'S CREATIVE COAST LAUNCHES FREELANCE & INDEPENDENT TALENT DIRECTORY

Centralized regional resource for independent entrepreneurs to showcase services.

TRAVERSE CITY, MI – Michigan’s Creative Coast, Traverse Connect’s talent attraction initiative, launched a new online directory showcasing creative freelancers and independent entrepreneurs ‘making it’ in the Grand Traverse region. This unique directory offers entrepreneurs a microsite to showcase their resumes, portfolios, and services to businesses, employers, and individuals looking for local talent.

Directory listings begin at $100 for a 12-month subscription that may include a logo, headshot, work samples, references, contact information, website, social media pages, and a bio with additional promotion by Michigan’s Creative Coast. Details on listings can be found at [michiganscreativecoast.com/freelance](https://michiganscreativecoast.com/freelance)

“The new Freelance & Independent Talent Directory will highlight the entrepreneurs who make up a significant segment of the regional economy,” said Abby Baudry, communications and strategic projects coordinator for Traverse Connect and Michigan’s Creative Coast project lead. “Local businesses and organizations seeking talent and expertise for short and long-term projects will have a much-needed resource to aid them in their search. Newcomers to the region can immediately get plugged into the community and find opportunities.”

“In our experience, the talent and skill needed for the job can be found here in northern Michigan, but connecting with the right person at the right time is key,” said Chris Loud, founder and executive editor of The Boardman Review. “This directory will be such an asset for our creatives, our local businesses, and anyone looking to do work in our region.”

[Michigan’s Creative Coast](https://michiganscreativecoast.com/) highlights the Grand Traverse region as an exceptional place to live, explore, and fulfill your career. Its mission is to advance the economic vitality of the Grand Traverse region by elevating its innovative and entrepreneurial ecosystem; attracting new people, new ideas, and new businesses; and placing the region on the map as an attractive career destination.

About Traverse Connect:

Traverse Connect is the lead economic development organization for the Grand Traverse region, which supports area businesses through a combination of business attraction and retention strategies, talent development efforts, and strategic coordination among partner agencies. Traverse Connect is the lead entity serving the region in support of business growth and development, alongside partner organization Venture North Funding and Development.

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